



**NATIONAL ROAD SAFETY FOUNDATION AND NEW YORK AUTO SHOW
LAUNCH DESIGNS FOR SAFETY COMPETITION**

NEW YORK, Oct. 13, 2025 -- The National Road Safety Foundation and the Greater New York Automobile Dealers Association, organizer of the New York International Auto Show, have launched the Designs for Safety Competition, offering more than \$10,000 in prizes and scholarships.

The competition invites college students nationwide to submit ideas for autonomous vehicle designs that put a focus on safety.

“Every year, nearly 40,000 lives are lost on American roads,” said Michelle Anderson of the National Road Safety Foundation, a non-profit that promotes safe driving behavior.

“Autonomous vehicles offer hope for safer transportation, but only if designed with people and safety at the center. That’s why we’re asking students, especially those studying engineering and design, to help respond to this challenge.”

The first prize winner will receive \$4,000 and his or her teacher or school will get \$1,000. Second prize is \$2,000 and \$500 to the teacher or school, and third through fifth prizes are \$1,000 and \$250 to the teacher or school.

Entries should consist of a model and artist’s rendering. Student entries are limited to one flush-mounted, flat drawing and brief statement on an 18"x24" board, and a three-dimensional model no larger than 12"x10"x12". A panel of industry/safety experts will judge the entries, based on the following categories: Innovative & Originality, Styling & Aesthetics, Concept’s Potential to Save Lives, and Overall Quality of Presentation.

Entries will be accepted through March 13, 2026 and finalists and winners will be featured at the World Traffic Safety Symposium at the New York Auto Show on April 2.

For more information, contact Richard Simon at richard@nrsf.org

The National Road Safety Foundation, Inc. (NRSF) is a 501 (c)(3) non-profit charitable organization that for more than 60 years has been dedicated to reducing crashes, deaths and injuries on our nation’s highways by promoting safe driving habits through greater public awareness.

NRSF programs deal with distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency and pedestrian safety. The Foundation also works with key youth advocacy groups and sponsors contests to engage teens in promoting safe driving to their peers and in their communities. For more information or to download free programs, visit www.nrsf.org.

The Greater New York Automobile Dealers Association (GNYADA) has been a vital resource for franchised new car dealers in the metropolitan New York area since 1910. GNYADA produces the New York International Automobile Show, one of the most prestigious automotive events in the world, held annually at the Jacob K. Javits Convention Center in Manhattan. It attracts industry leaders, car enthusiasts, and media from across the globe. Through its interactive exhibits, specialty displays, and engaging activities the Show features the latest innovations in automotive design, technology, and sustainability making it a must-visit event for anyone passionate about cars and the automotive industry.